

PLUS
Insertion gear

- STC/USCI begin initial staffing; Turner pays a visit
- Sports Time offers basic cable option
- Detroit may cancel Barden, reopen bids
- Judge rules against Cox Cable New Orleans

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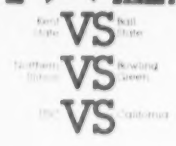
The news and features weekly of the cable television industry

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**NAMIC SETS
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If you sign up for Sports Tune now, you get your choice of a forearm rest, football, basketball, tennis, badminton racket or a tennis ball machine. Choose yours now, along with \$2.00 in postage and handling. To Sports Tune, tell the Rock 104.5 Young Men's Association, become a member and enjoy all the fun, games and healthy activities that you and your child will enjoy. We'll bill you, you'll love it.

And there's just the beautiful thing about the Sports Time Channel: You can watch it on a pay-per-view basis, or you can subscribe to it for \$19.99 a month. The latter option is the better deal, especially if you're planning the highest time slot: After the 11 p.m. hour, the channel sports 24-hour-a-day, 7-days-a-week programming. (Change for the hour?)

Most Sports Time package subscribers find their new, sporty TV habits paying off in a big way. "I'm a Chicago Cubs fan," says one subscriber, "and I love the Cubs. The commentators that make it when the Cubs are on are just what I need. A favorite network sports time."

And there's plenty of other sports to choose from. The Sports Time Channel has 586 hours of programming a month, including baseball, basketball, football, and the like.

We're playing the games you don't want to miss.

Sports Time has decided to allow systems to offer its programming as a basic service as well as a premium service.

Sports Time converts

Sports Time is allowing its affiliates the option to convert its regional pay network to a basic channel. In taking that opportunity last week, Sports Time partner Multimedia Cablevision switched out ESPN in many of its markets.

Paramount shuffle

The shakeup of Paramount's top management continued last week with the announcement that the company's motion picture president would be moving to Walt Disney Productions. The realignment is expected to have little impact on the immediate output of films from the studio.

Judge rejects Cox

Federal District Court Judge Veronica Wicker ruled against Cox Cable last week, upholding city authority to invoke municipal franchise agreements and rejecting Cox's re-tiering argument.

L.A. TC dept.

Cable regulation in Los Angeles took a step into the 1980s last week with the creation of a Telecommunications Department.

Detroit drops Barden?

Detroit's cable commission has recommended that the city drop its agreements with Barden Cablevision and reopen the franchise to new bids.

NAMIC symposium

The National Association of Minorities in Cable sponsored the industry's third Minority Business Symposium recently. The meeting set the stage for a new political and economic agenda for the newly formed group.

STC/USCI gear up

Parents of Satellite Television Corp. and United Satellite Communications Inc. have named officials to organize corporate departments of the newly merged direct-to-home satellite company and at the same time entertained a partnership offer from Turner Broadcasting.

Calif. bill vetoed

California Governor George Deukmejian vetoed a precedent-setting bill to extend statewide regulation of the cost of cable television pole attachments to municipal poles. The state legislature may attempt to override the veto.

About the cover

National Association for Minorities in Cable board members (clockwise from lower left): Gayle Greer, chairman of NAMIC and vice president, central operations, of ATC's National Division; J. Barry Washington of Connections Communications Inc. and vice chairman of NAMIC; Jabari Simama, secretary of NAMIC and director of programming for Prime Cable of Atlanta; and Gail Williams, treasurer of NAMIC and director of marketing and sales for HBO. Photo by Bruce Hoertel. See story on page 17.

Sections

Programming 24

American Movie Classics, the latest pay channel from Rainbow Programming Services, premiered on 17 systems last week.

Marketing 32

Four Viacom Cable systems are discovering how a specially produced research presentation and a well-crafted television commercial can position cable in the marketplace and convince local advertisers to buy.

Business & Finance 34

A wide range of financial institutions are willing and eager to lend to the cable industry, according to the representatives present at a recent seminar on cable TV finance.

Government & Law 38

Cable legislation passed by the House of Representatives last week is classic consensus legislation, meaning not all industry segments are terribly pleased.

New Ventures.....40

The high-stakes competition between rental videocassettes and cable has one local cable operator considering innovative options that may trump videostores' highly touted advantages.

Departments

In the News	21
Stock Market	34
Technology	36
Events	42
Classified	47
Advertisers' Index	45
Cable Stats	48
Mediascan	50

CABLE STATS

Film product comparison—October

Film	Pay Networks	Distributor	Film	Pay Networks	Distributor
All Fall Down	ST	MGM/UA	High Road to China	(HBO)	Warner Bros.
Alligator		Cinema Signal	Honky Tonk Man	(HBO)	Warner Bros.
All the President's Men	ST*	(MAX)	Hook, The	ST	MGM/UA
Alone In The Dark		Viacom	Hooper	ST	Warner Bros.
Ambush	ST	MGM/UA	Hot Stuff		Columbia
Amityville II: The Possession		MAX*	Hound of the		
Animal House	(HBO)	(MAX)	Baskervilles, The		PSO
Aphrodite	ST	Universal	House on Sorority Row	TMC*	Film Ventures
Apple, The		Atlantic	Humanoids from the Deep	ST	Viacom
Avenging, The		ComWorld	Hunger, The	(ST)	MGM/UA
Baby, It's You		Cannon	Hustler, The	(TMC)	20th Century-Fox
Bad Boys	HBO*	Paramount	I'd Climb the		
Best of Everything, The		(MAX)	Highest Mountain		MAX*
Betrayal	(HBO)	20th Century-Fox	I Love You	ST	20th Century-Fox
Big Chill, The	HBO	20th Century-Fox	Independence Day		Atlantic
Blue Skies Again	HBO*	Columbia	Invasion of the	TMC	Warner Bros.
Blue Thunder		Warner Bros.	Body Snatchers	ST	MAX
Boarding School		Columbia	Invitation Au		
Brainstorm	(HBO)	Atlantic TV	Voyage		MAX
Brian's Song	(ST)	MAX	Jazz Singer, The		MAX
Bride Wore Black, The		MGM/UA	Jeremy		MAX
Caine Mutiny, The		Columbia	Jimmy the Kid	HBO	Zephyr Prod.
Carry On	* HBO	Showtime	Kid From Left		
Case of Libel, A	ST		Field, The		20th Century-Fox
Cheech and Chong Still Smokin'	(ST)	Paramount	King of Comedy, The	(HBO)	MAX
Chosen, The	HBO	20th Century-Fox	King's Thief, The	ST	MGM/UA
Class	HBO	Orion	Kiss Me Kate	(ST)	MAX
Confessions of a Driving Instructor	ST	Columbia	Ladies and Gentlemen, the Fabulous Stains		
Cops and Other Lovers	(ST)	Cinema Signal	Lady On The Bus	TMC	Paramount
Creepshow	ST	Warner Bros.	Last Embrace		MAX
Cross Country	HBO	New World	Last Plane Out	(HBO)	MGM/UA
Cross Creek	(HBO)	AFD/EMI	Last Unicorn, The		NewWorld
Cry Terror	ST	MGM/UA	Last Waltz, The		ITC
Cuba		MGM/UA	Let's Spend the Night Together	ST	MGM/UA
Cujo	(HBO)	Warner Bros.	Living Sands of Namib, The		Embassy
Dance of the Dwarfs		Plushcell	Loneliness of the	HBO	NGS
Daniel	HBO	Filmwriters	Long Distance Runner		
Dark Crystal, The	HBO	Henson	Long Way Home, A		Warner Bros.
David Copperfield	HBO	20th Century-Fox	Lords of Discipline	(ST)	MAX
Day the Earth Stood Still, The		MAX	Louisiana		Paramount
Dead End	(ST)	(MAX)	Love and Death	(TMC)	MAX*
Dead Zone, The		20th Century-Fox	Mandingo	ST*	Paramount
Deadly Blessing	HBO	Paramount	Man From Snowy River, The	ST	20th Century-Fox
Death Wish II	ST	Polygram	Manhattan	(ST)	MGM/UA
Defiance		Viacom	Man, Woman, and Child	(ST)	MAX*
Demon Island		Orion	Massacre in Rome		Paramount
Diplomatic Courier		Oak Media	Melvin and Howard	(TMC)	MAX
Diva		20th Century-Fox	Mine and the Minotaur, The		MAX
Dodsworth	ST	MGM/UA	Minor Miracle, The	ST	Satori
Dracula	ST	Goldwyn	Misty		K.Pay
Dusty	(ST)	(MAX)	Monsignor	(HBO)	UPA Prod.
Easy Money	(HBO)	Universal	Mr. Hobbs Takes a Vacation	(ST)	20th Century-Fox
Eddie and the Cruisers	HBO*	Castle Hill	Mr. Mom	(HBO)	20th Century-Fox
Eddie Macon's Run	(HBO)	Orion	Mudlark, The	ST*	20th Century-Fox
Educating Rita	HBO	Universal	Napoleon		Universal
Emily		Columbia	Never Say Never Again	HBO	MAX
Enemy of the People, An		Atlantic TV	Next Man, The	ST	Warner Bros.
Enigma		MAX*	Nightmares	ST	Lorimar
Entity, The	HBO	20th Century-Fox	Night Warning		Universal
Escape From East Berlin	ST	MGM/UA	Nijinsky		Com World
Escape From New York		MAX*	(No Other Love)		Paramount
Eyes of Amerylis		Embassy	North Dallas Forty	(HBO)	Time Life Films
Fanny and Alexander	HBO	Coe Films	Occurrence at Owl Creek Bridge, An		Paramount
Flashdance	ST*	Embassy	October Man, The	ST	Interam Films
Foolin' Around	HBO	Paramount	Octopussy	(HBO)	Janus
From Here to Eternity		GCC Films	O'Hara's Wife	(ST)	MAX*
Funny Lady		Columbia	"Oh God!"	(ST)	MGM/UA
Gandhi	HBO*	(MAX)	Oklaohoma!	HBO	O'Hara Prod.
Get Crazy	(HBO)	Embassy	One Flew Over the Cuckoo's Nest	(ST)	Warner Bros.
Gizmo!	HBO	Film Gallery	Operation Kid Brother		S. Goldwyn
Golden Seal, The		S. Goldwyn	Paradise Penitentiary II		
Guardian, The	HBO	R. Cooper	Playing for Time		MAX
Halloween		Compass Int'l Pict	Porky's	ST*	MAX
Halloween That Almost Wasn't, The	HBO	Concepts LTD	Porky's II: The Next Day	(ST)	20th Century-Fox
Hand, The		Warner Bros.	Prey, The	ST*	New World
Hanna K	HBO	Universal	Prince Valiant		20th Century-Fox
Heart Like a Wheel	HBO*	20th Century-Fox	Promise, The	HBO	Universal
Hercules	ST*	Viacom			

Film	Pay Networks				Distributor
Race for the Yankee Zephyr	(HBO)		HTN		Hemdale Leisure
Rachel, Rachel		TMC*		MAX*	Warner Bros.
Return of Frank James			(HTN)	MAX	20th Century-Fox
Reunion in Vienna		ST			MGM/UA
Revenge of the Ninja	HBO	ST	TMC		Viacom
Rio Conchos			(HTN)	MAX	20th Century-Fox
Risky Business	(HBO)	(ST)	(TMC)	MAX*	Warner Bros.
Salem's Lot			TMC		Warner Bros.
Savannah Smiles	HBO		(TMC)	HTN	Embassy
Screwballs		ST			New Horizons
Secret of the Golden Dragon, The		ST			Satori
Siege				MAX	Viacom
Smurfs and the Magic Flute, The		ST			Atlantic
Soldier, The			TMC	(MAX)	Embassy
Son of Monte Carlo				MAX	Alan Enterprises
Sophie's Choice	(HBO)			MAX	ITC
Sound and the Fury, The			HTN*	(MAX)	20th Century-Fox
South Pacific			TMC*	(MAX)	S. Goldwyn
Space Hunter				(MAX)	Columbia
Space Raiders	HBO		HTN	(MAX)	New Horizons
Split Image	(HBO)			MAX	Polygram
Spring Break	HBO*			MAX	Columbia
Spy With My Face, The			TMC		MGM/UA
Star Is Born, A			TMC		Warner Bros.
Stars and Stripes Forever				(HTN)	MAX
Staying Alive		ST	(TMC)		20th Century-Fox
Still of the Night	HBO*	(ST)	TMC	(HTN)	Paramount
Streetscar Named Desire, A	(HBO)			HTN	(MAX)
Stud, The		ST*			United Artists
Superman III			(TMC)	HTN	Telepictures
Table for Five	HBO	(ST)	(TMC)	(HTN)	Warner Bros.
Tall Target, The		ST			CBS
Target Eagle			TMC		MGM/UA
Tell Me a Riddle "10"				MAX	Viacom
Ten to Midnight	(HBO)	(ST)	TMC	(MAX)	Film Gallery
Thieves Like Us		ST		MAX	Warner Bros.
Time Rider			TMC*		Viacom
Time Walker		(ST)	(TMC)		MGM/UA
Tootsie	HBO*		TMC		Simcom
Touched	(HBO)		TMC	(MAX)	Wescom
Tough Enough			TMC		Columbia
Trading Places			TMC*	(HTN)	The Movie Store
Trenchcoat	HBO*		TMC		20th Century-Fox
Triumphs of a Man Called Horse					Paramount
Truckin' In Nashville				HTN	Max
Twilight Zone, The Movie	(HBO)	ST*	(TMC)	(HTN)	Andrews & Assoc. Caroge Inc.
					Warner Bros.

Film	Pay Networks				Distributor
Uncommon Valor		ST	(TMC)		Paramount
Vacation	HBO*	(ST)		MAX*	Warner Bros.
Wargames	HBO*	(ST)	(TMC)	(HTN)	MGM/UA
Warlock				HTN	20th Century-Fox
Warlords of the 21st Century		ST			Viacom
We Think the World Is Round	HBO				Rainbow Seven
What a Way To Go!			(HTN)	MAX	20th Century-Fox
With a Song In My Heart			(HTN)	MAX	20th Century-Fox
Wiz, The		ST		MAX	Universal
Wonder of It All	(HBO)			MAX	Simcom
Won Ton Ton, The Dog Who Saved Hollywood			TMC*		Paramount
Year of Living Dangerously	(HBO)		TMC		MGM/UA
Yellowbeard				HTN	Orion
Yes, Giorgio				HTN	MGM/UA
Yor the Hunter From the Future	HBO				Columbia
Young Frankenstein		ST	(TMC)	(MAX)	20th Century-Fox
Young Lions, The			(TMC)	HTN*	20th Century-Fox
Young Warriors		ST			Viacom

Cable Network Legend:

HBO - Home Box Office
ST - Showtime
TMC - The Movie Channel
HTN - Home Theater Network
MAX - Cinemax

- Networks in parentheses indicate carriage in May, June, July, August, September and/or October.
- An asterisk indicates the film is a carry-over from May, June, July, August, September and/or October.
- In total, 215 films appear on the October schedules of HBO, Showtime, The Movie Channel, Home Theater Network, and Cinemax. Of those titles, during the last six months, eight films have played on all five services, 10 films have played on four of the five services, 28 films on three services, and 71 on two services. Ninety-eight were unduplicated.
- The motion picture distributor with the most titles on pay TV this month is MGM/UA with 30, followed by 20th Century-Fox with 29 and Warner Bros. with 20.
- The *Big Chill*, along with mini-series *Louisiana* and Sean Connery in *Never Say Never Again*, are featured on the program guide cover of HBO and Cinemax. The Movie Channel's program guide cover features *The Dead Zone* starring Christopher Walken. On the program guide cover of Showtime are featured John Travolta in *Staying Alive*, the comedy series *The Rick & Bob Report* and *Brothers*, and the comedy special *Washington, Educating Rita* with Julie Walters is on the cover of Home Theater Network's program guide.

Top 20 systems

Rank	Location	Operator	Basic subs
1	San Diego, CA	Cox Cable	246,799 (7/84)
2	Woodbury (Long Island), NY	Cablevision Systems	233,000 (7/84)
3	San Antonio, TX	Rogers Cable Systems	190,618 (7/84)
4	Manhattan, NY	ATC	187,900 (12/83)
5	Houston, TX	Warner Amex Cable	184,500 (6/84)
6	Florida Division	ATC	179,800 (7/84)
7	East Orange, NJ	MacLean Hunter	163,527 (7/84)
8	Wayne, NJ	UA Cable Systems	130,300 (7/84)
9	Cincinnati, OH	Warner Amex	127,000 (7/84)
10	Englewood, CO	United Cable	118,245 (7/84)
11	Audubon, NJ	Independent	116,120 (7/84)
12	Tulsa, OK	United Cable	115,787 (6/84)
13	Rochester, NY	ATC	108,600 (12/83)
14	Baltimore County, MD	Comcast	107,900 (6/84)
15	Tidewater (Norfolk), VA	Cox Cable	106,262 (7/84)
16	San Juan, PR	Harris Cable	105,719 (6/84)
17	Erie County, NY	Prime Cable	104,970 (7/84)
18	Atlanta, GA	Prime Cable	103,945 (7/84)
19	San Jose, CA	Gill Industries	102,700 (7/84)
20	Austin, TX	ATC	98,900 (12/83)

Source: Subscriber counts are provided by MSA and industry surveys by Tele-Communications Inc.

Top 20 MSOs

Rank	Multiple system operator	Basic subs
1	Tele-Communications	2,798,000 (3/84)
2	American Television and Communications	2,400,000 (5/84)
3	Group W Cable	2,007,000 (7/84)
4	Cox Cable Communications	1,515,423 (7/84)
5	Storer Cable Communications	1,440,000 (6/84)
6	Warner Amex Cable Communications	1,371,000 (7/84)
7	Times Mirror Cable Television	981,304 (6/84)
8	Continental Cablevision	896,000 (7/84)
9	Newhouse Broadcasting	843,649 (5/84)
10	Viacom Cablevision	758,000 (6/84)
11	United Cable Television	679,000 (7/84)
12	Sammons Communications	544,000 (5/84)
13	Rogers Cable Systems	564,447 (7/84)
14	Cablevision Systems Development	532,000 (7/84)
15	Comcast Cable Communications	463,000 (7/84)
16	Telecable Corp.	411,436 (6/84)
17	Heritage Communications	407,195 (7/84)
18	Jones Inter Cable	395,565 (7/84)
19	Capital Cities Cable	357,435 (7/84)
20	UA Cable Systems	346,000 (7/84)

Source: Subscriber counts are provided by MSA and industry surveys by Tele-Communications Inc.